



Naval Open Systems Architecture

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Naval Enterprise Business Challenges

- **Budget Pressure**
- **Upgradability**
- **System Sustainment**
- **Rapid Delivery**



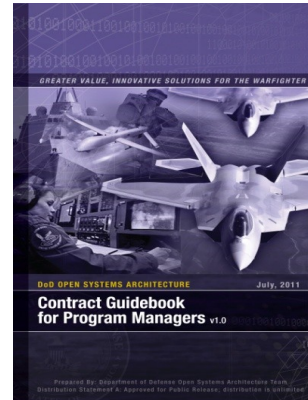
- ## Actions
- **Increase Competition**
 - **Increase Access To Innovation**
 - **Decrease Life Cycle Cost**
 - **Decrease Delivery Time**



Naval Enterprise OSA

Strategy*

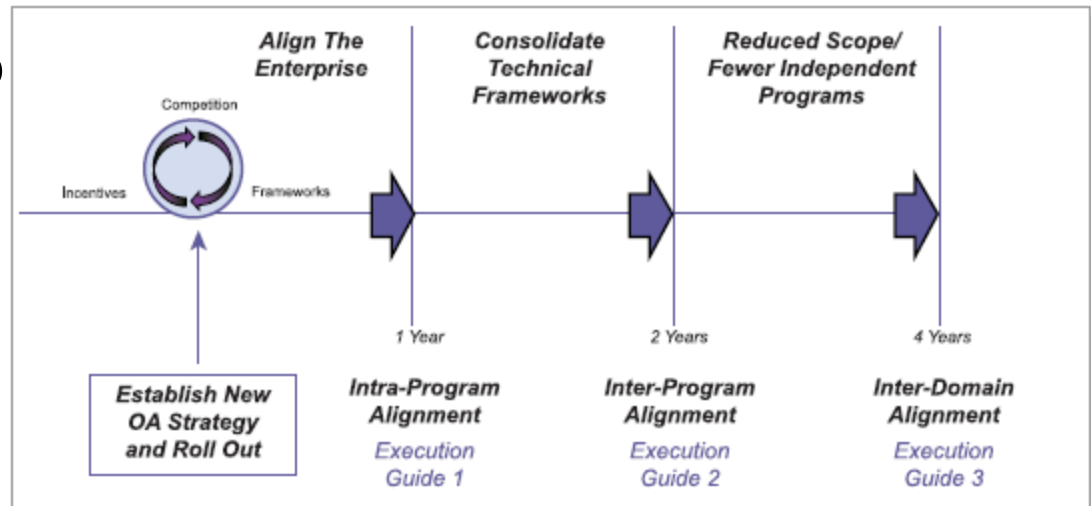
OSA Vision: Affordable, Open Platforms that Easily Accommodate Open Modules Changes



*ASN RDA "Naval Open Systems Architecture Strategy" 26 November 201

Naval OSA Strategy - Year 1

- **Progress to the OSA plan is on track**
 - Technical Foundation
 - Framework For Competition Across The Life-cycle
 - Simple, Insightful Metrics
 - OSA PM Workbook
 - Business Innovatio



Prepared for Year 2

Penetrating the DNA of the Department

- **OSA And Data Rights In Better Buying Power And 5000.02**

- OSA Contract Guidebook
- IP Strategy Guide
- Competition
- OSD Oversight Of Programs
- Collaboration With The Other Service



- **Industry Is Engaged And Participating**
- **Supportive Academic Research And Commercial Trends**

- **Related Naval Activities:**

- I&I, Commonality, Enterprise Architecture, Systems Engineering



Crowd Sourcing

Reduces Implementation Risk
Generates Ideas and Plans For Problem Solving
Stakeholder participation encourages buy-in



Round One: January

2013 Identify Challenges To Our Strategy
How Do We Get To The Future?



Round Two: July 2013

How To Positively Incentivize Industry?
How To Reward Government Programs and Individual Performers?

mmowgli
massively multiplayer online war game leveraging the internet

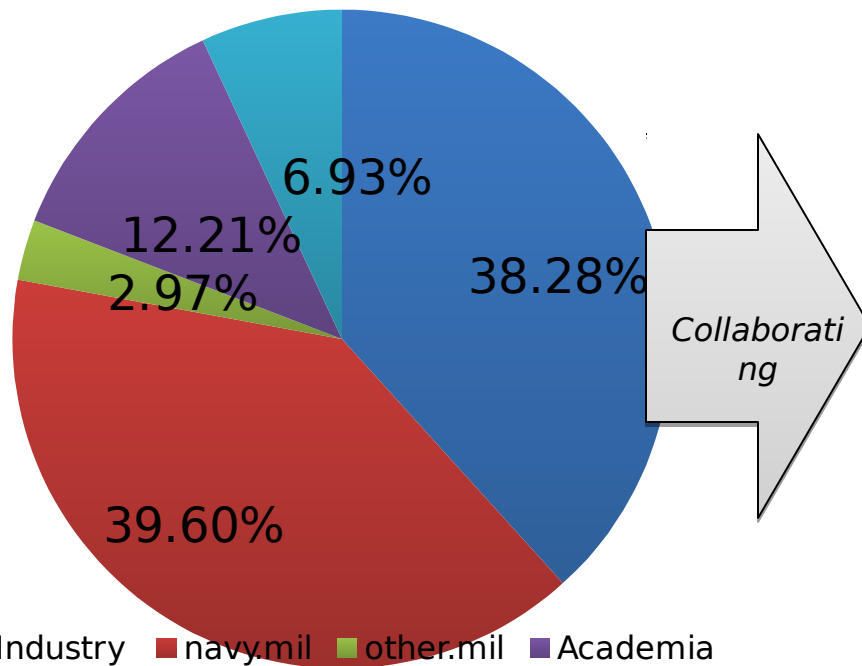
Round Three: July 2014

OSA IP Strategies
Cases to Determine What Data To Obtain



Players Created Idea Cards

The Collective Efforts of 322 Registered Players



Topic	Topic Cards (Proposed)	Idea Cards (Generated)	Action Plans (Generated)
Rewards	2	330	3
Profitability	4	192	1
IP Rights	2	221	2
Contracting	2	113	2
Life Cycle			
Cost	2	61	1
Testing & Cert.			
General	2	116	2
Free Play	6	622	3
Totals	7	95	1
	27	1750	15

Ideas From Action Plans

REWARDS:

- ✓ Reward companies for saving money... top savers publicly recognized and rewarded.

PROFITABILITY:

- ✓ Increase the award fee proportionately if actual cost is less than the targeted cost.

IP RIGHTS:

- ✓ Create a marketplace for SBIR developed apps and applications.

CONTRACTING and BUSINESS SHAPING:

- ✓ Streamline the contracting process using phased RFPs under an omnibus contract.
- ✓ Break acquisition into smaller elements; hold Navy accountable as “lead” integrator.

TESTING & CERT:

- ✓ Reduce certification cost through automated testing for “I”V&V. Provide visibility to spur innovation
- ✓ Use automated test tools and practices to reduce the human effort and increase the coverage of testing

GENERAL:

- ✓ Streamline acquisition process to use common components from across Naval portfolio

FREEPLAY:



Give Us Your Business Card Now!



YOU



PLAY



OSA

*Unlocking
Potential*



ONLINE WARGAME

“How do you value
Intellectual Property?”

COMING SUMMER 2014

Leave your business card
here to receive an invitation
to PLAY!



Questions or Comments?



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